

FIGURE 1

09975460-101001
FOOT - 09452660

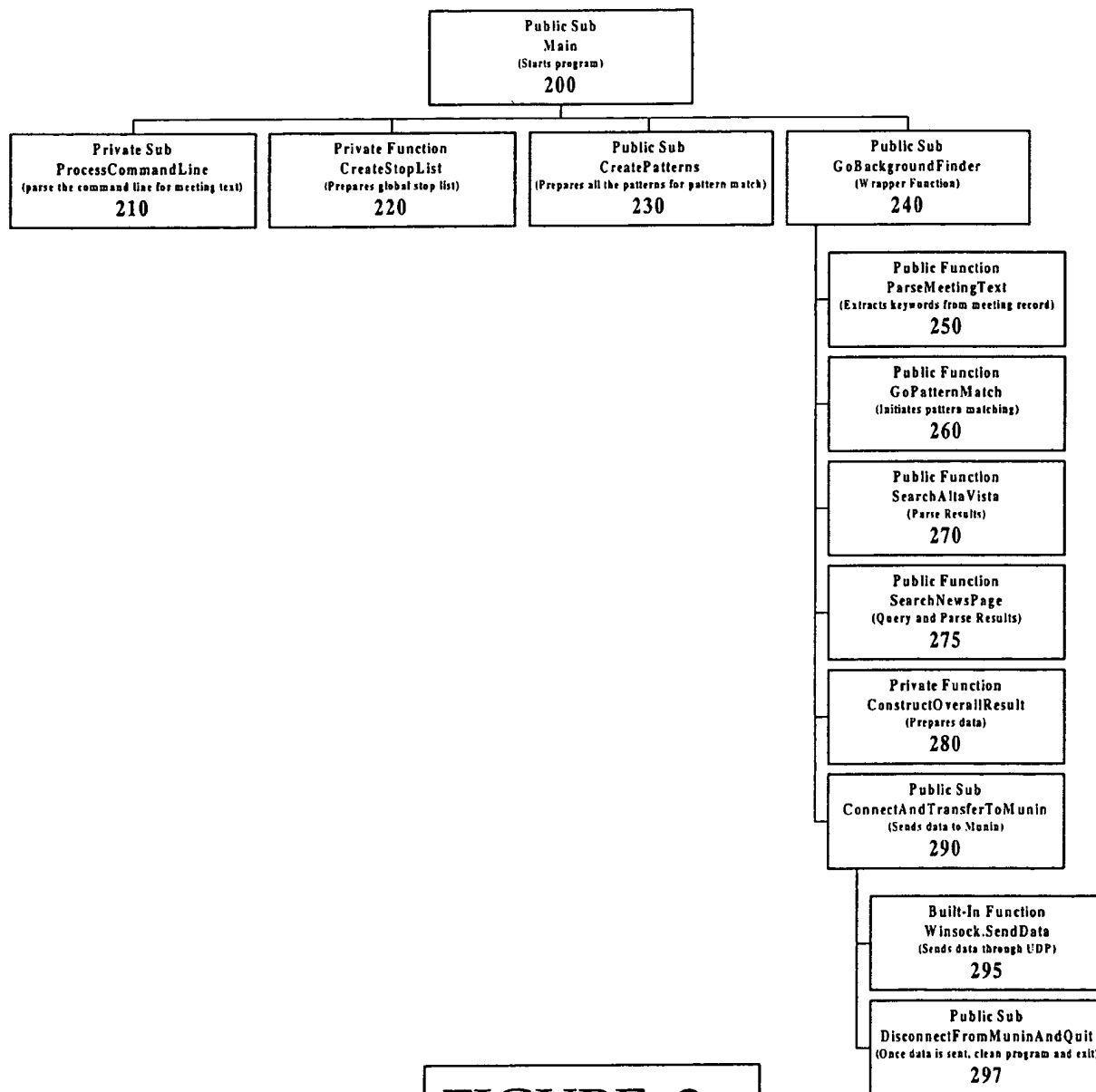


FIGURE 2

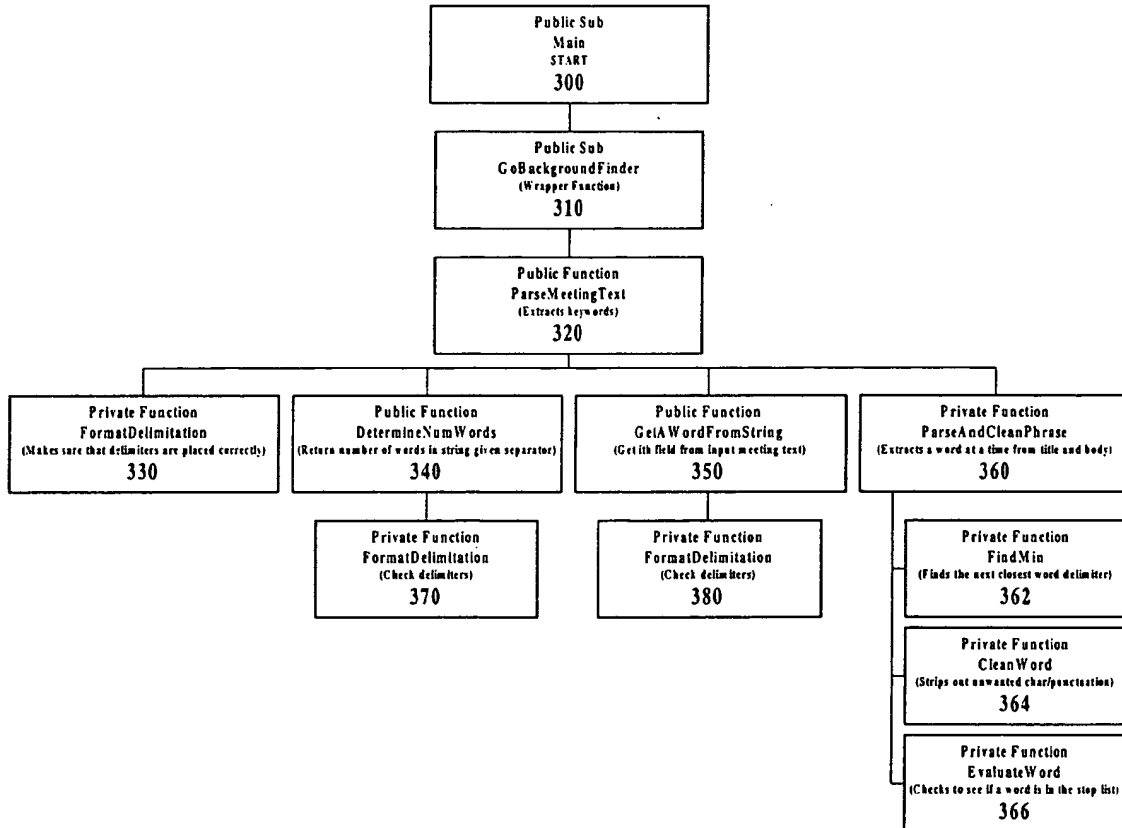


FIGURE 3

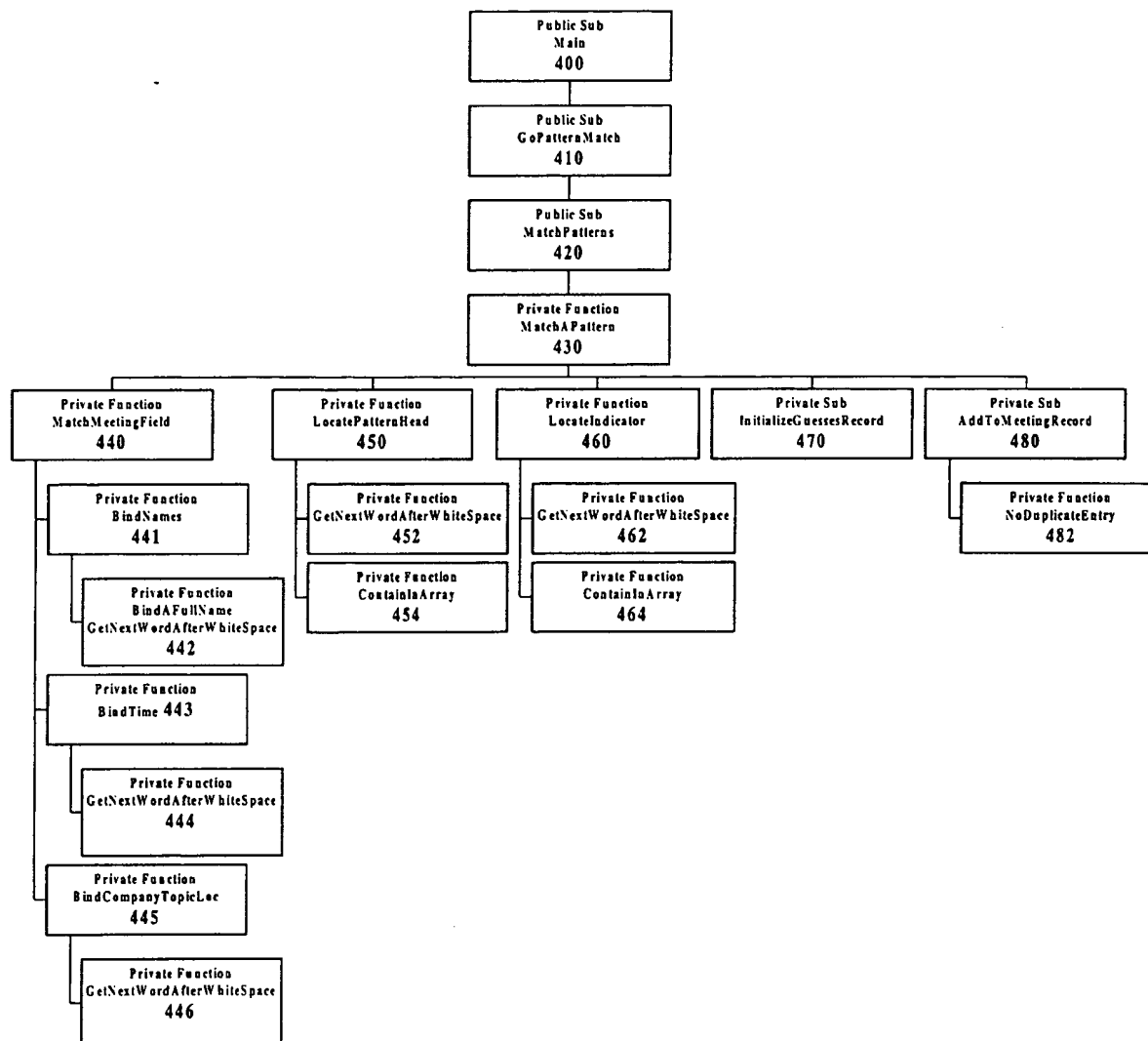


FIGURE 4

FOOTNOTES: 09452660

0997E460-701001

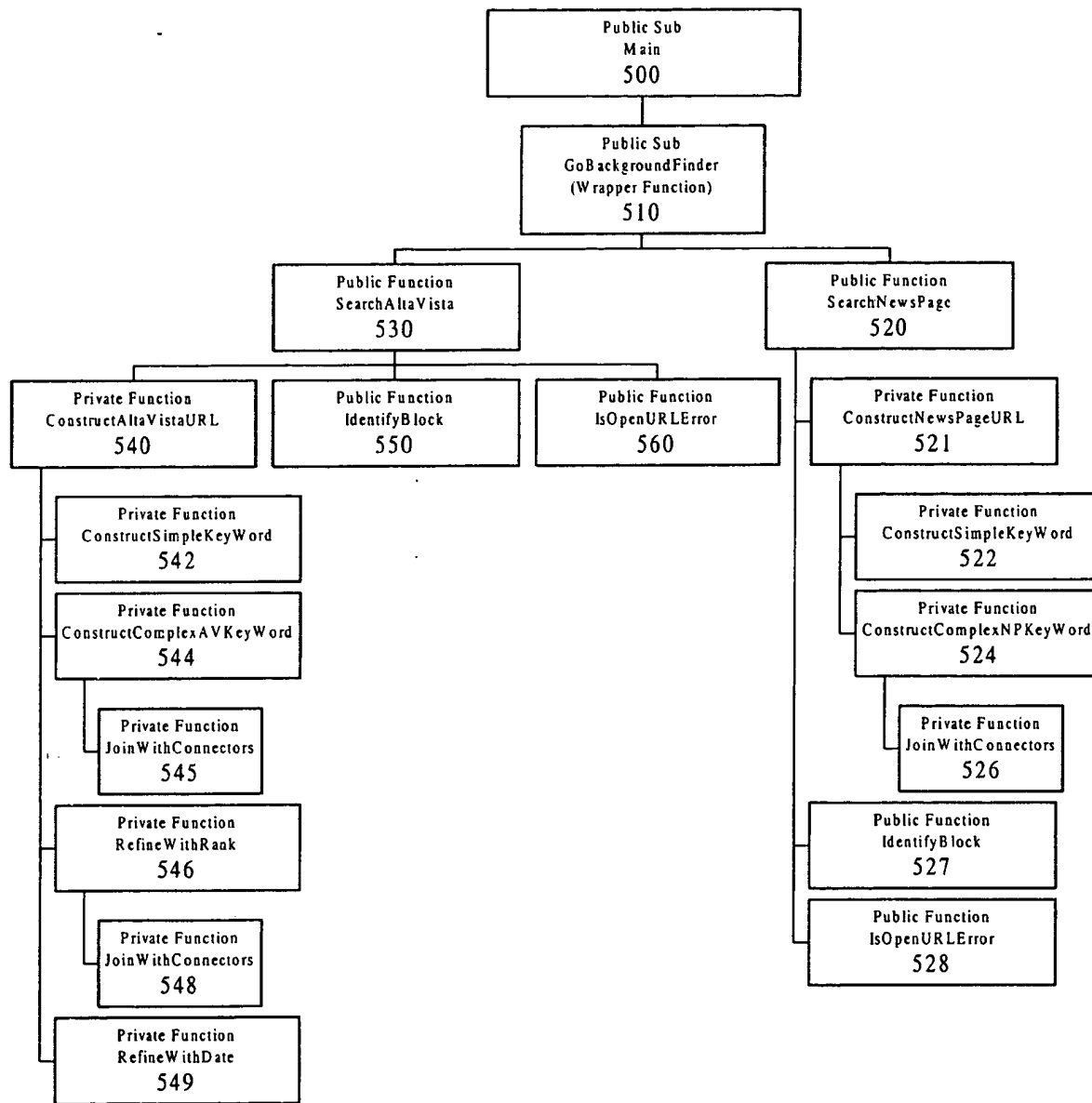


FIGURE 5

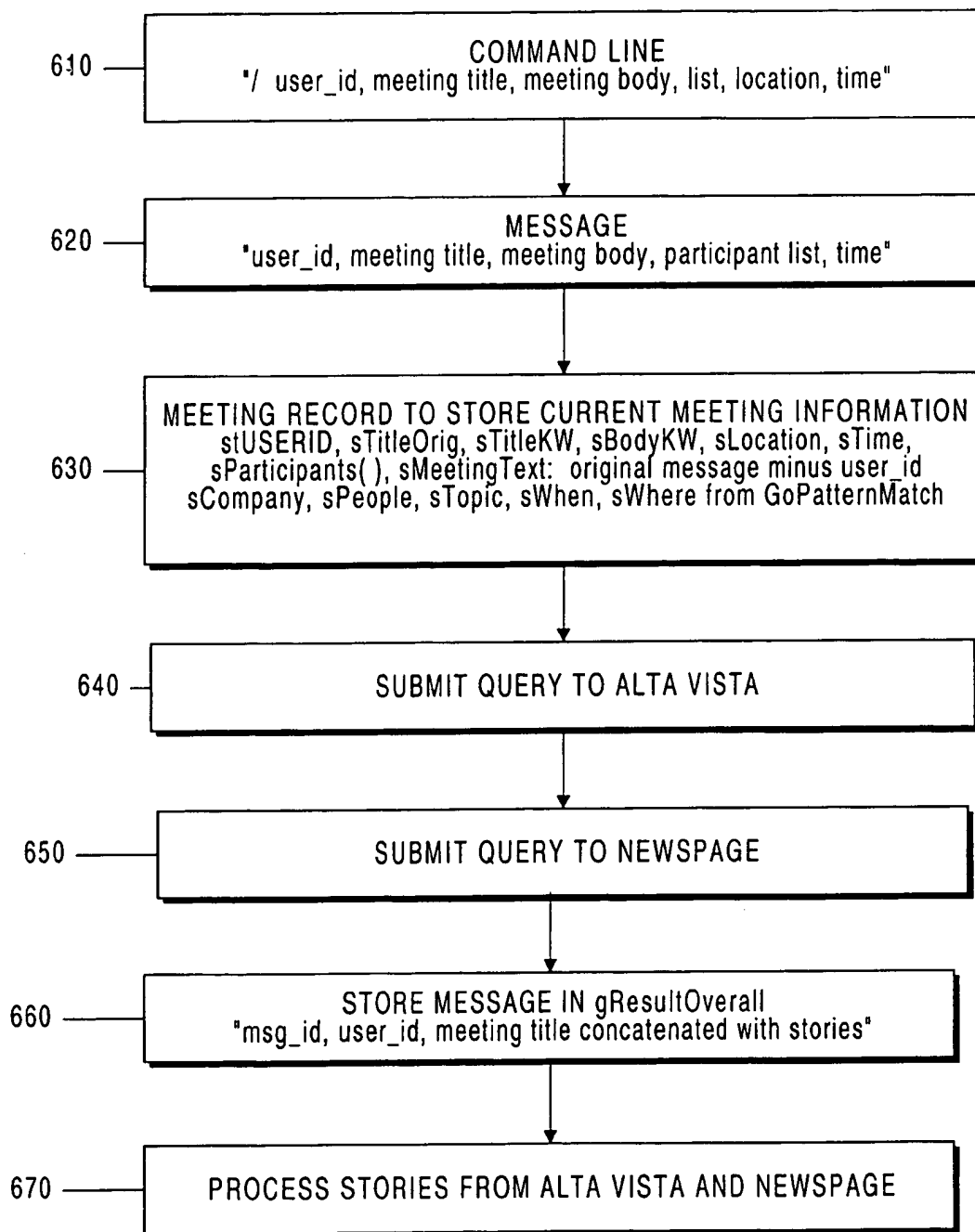


FIGURE 6

0995460-101001

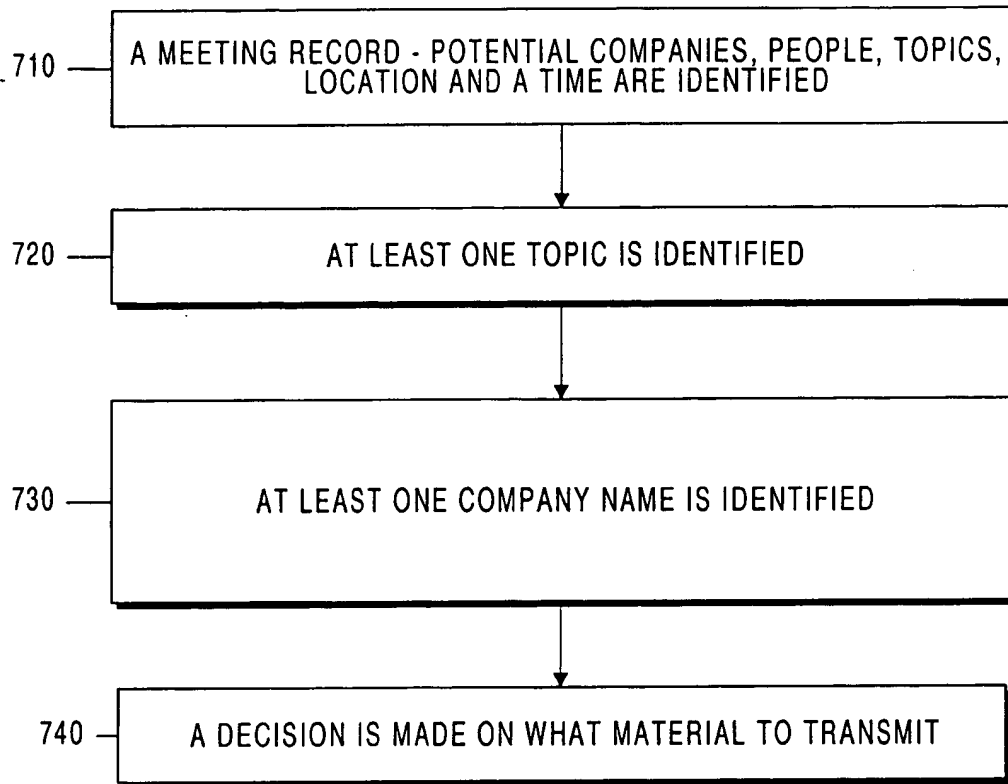


FIGURE 7

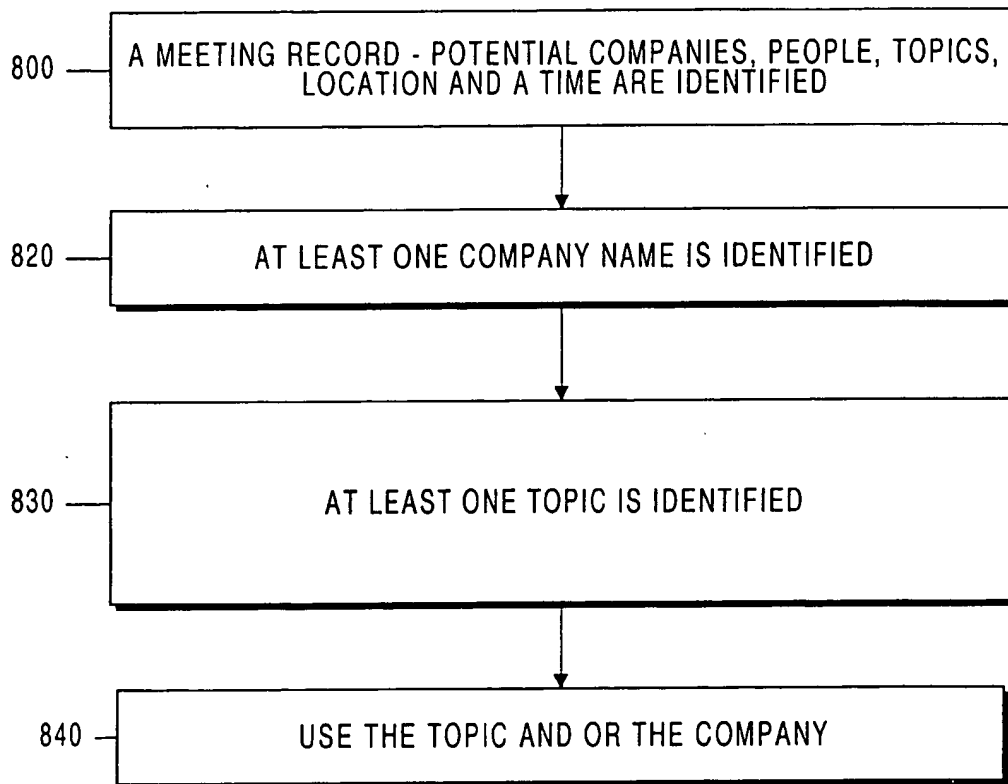


FIGURE 8

09975460-10101
FOOT-03452660

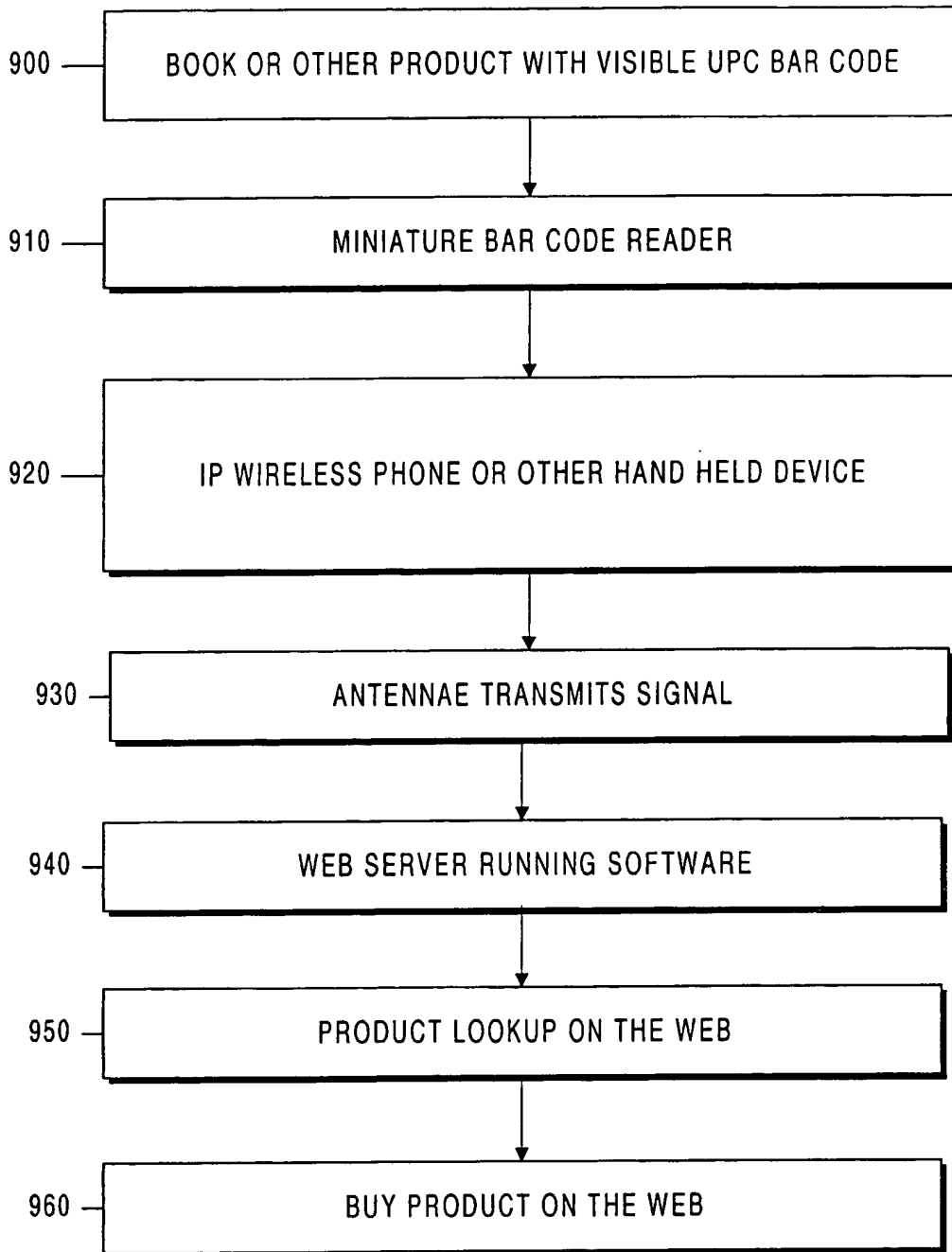


FIGURE 9

FIGURE 10A

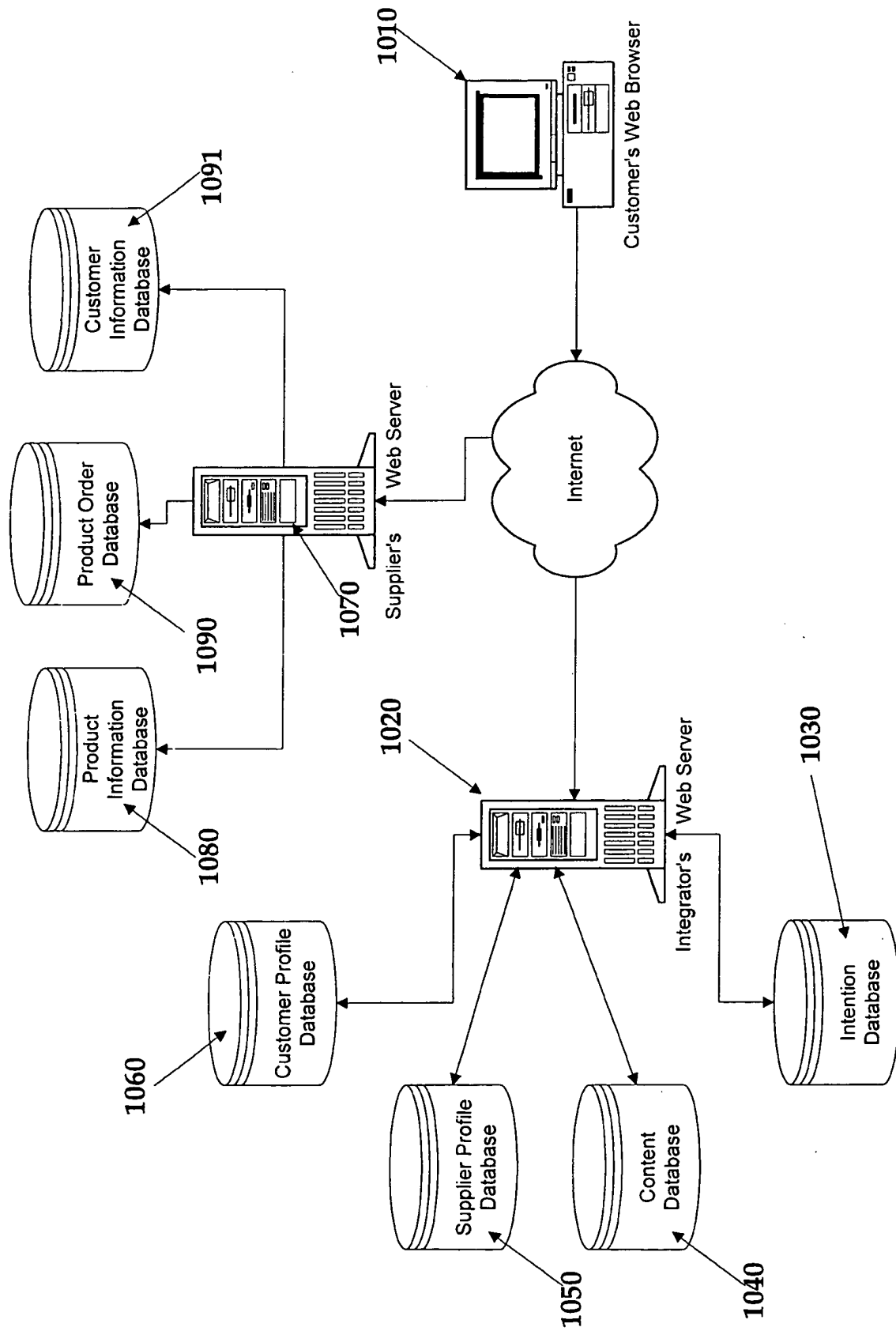
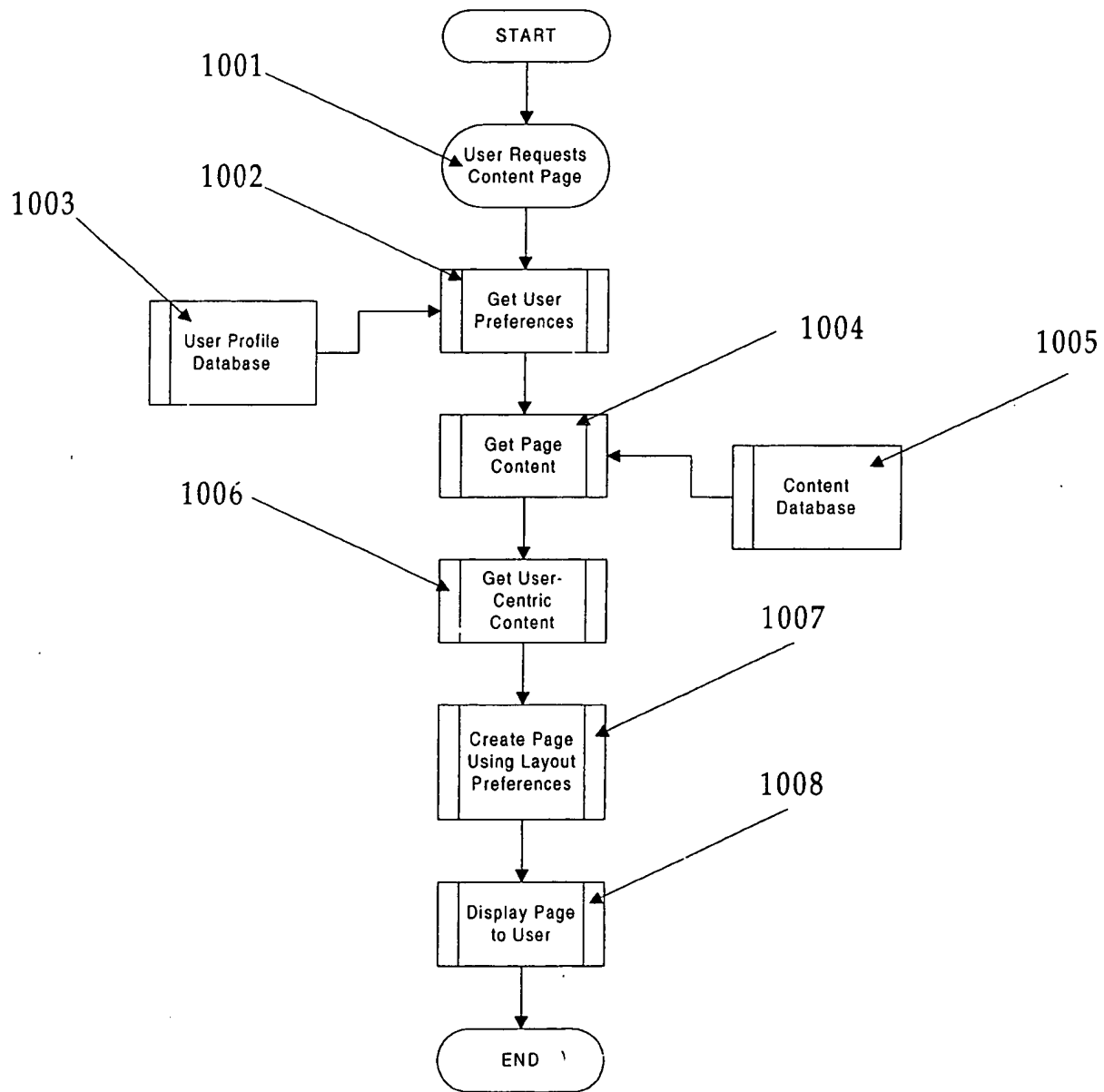


Figure 10B



09975450-101001

Figure 11: Retrieve User-Centric Content

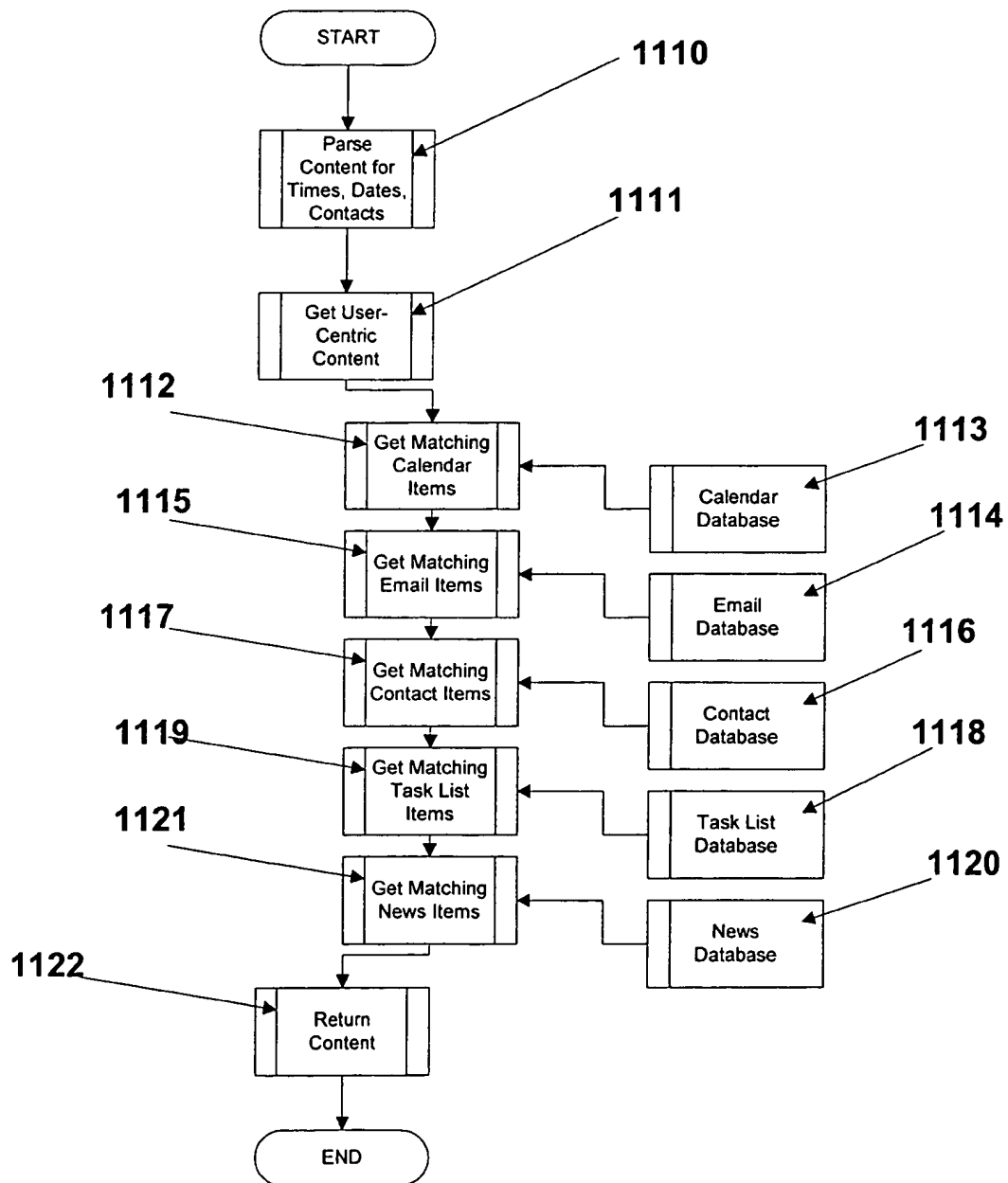


Figure 12: User Profile Data Model

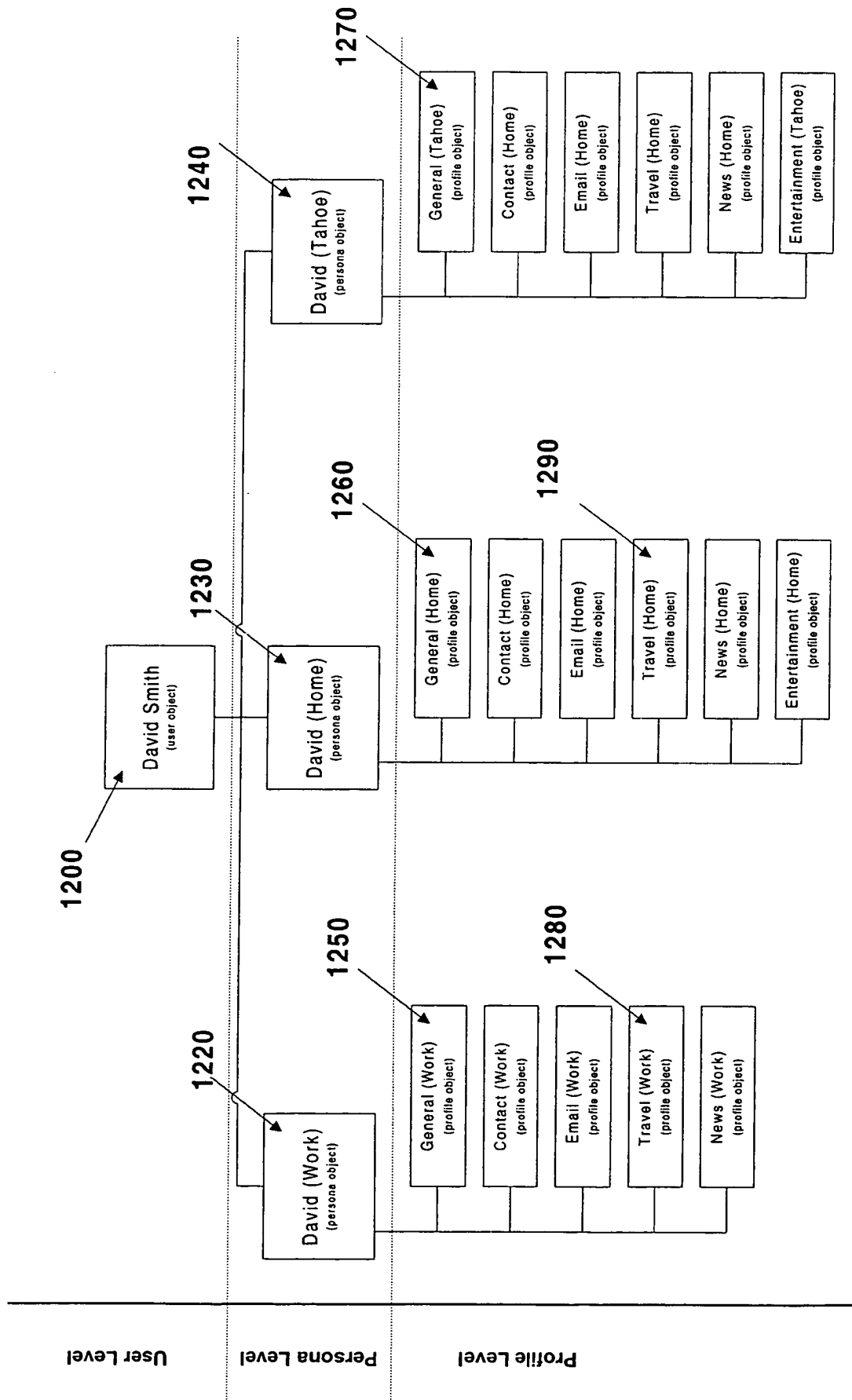


Figure 13: Persona Data Model

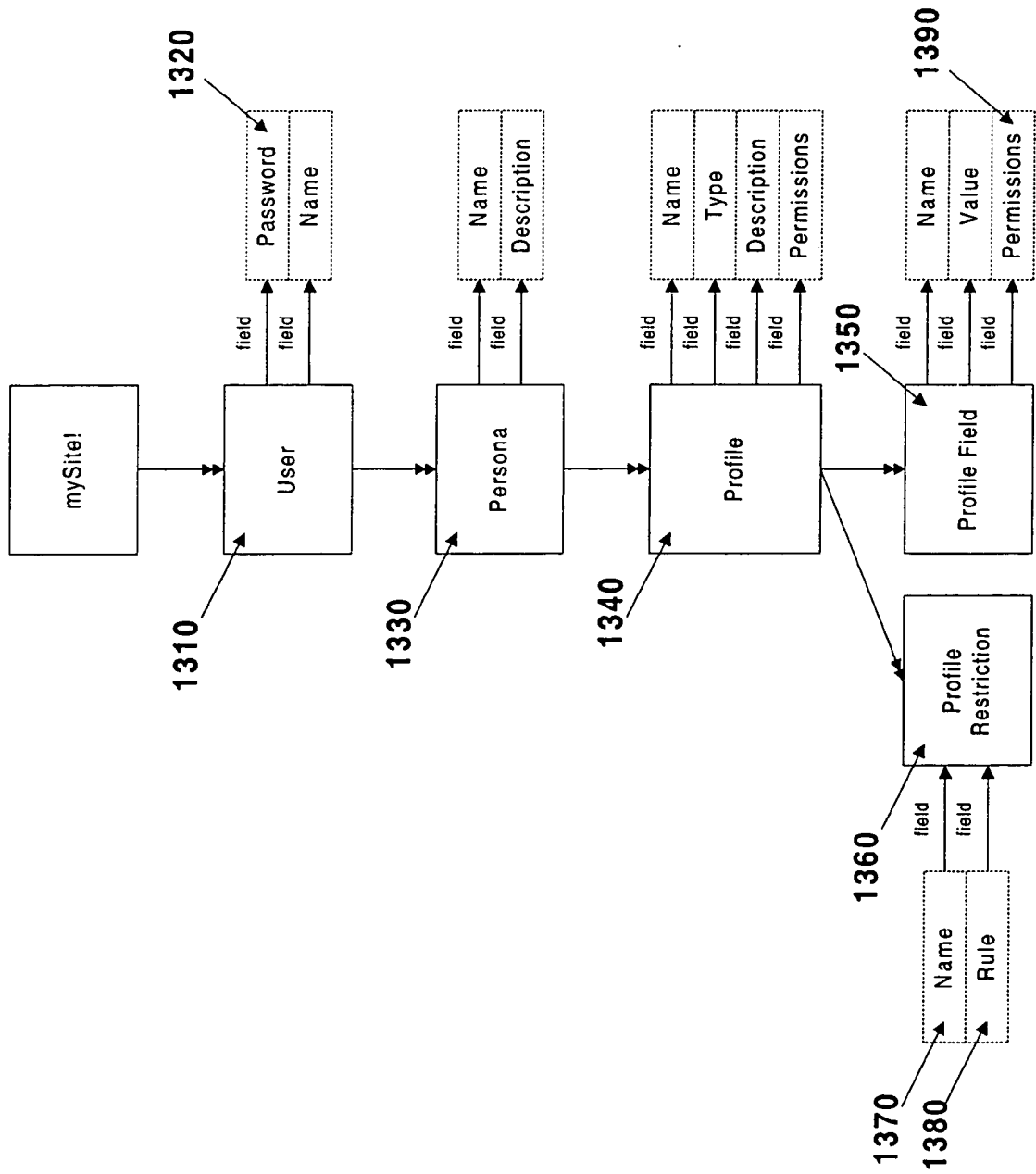


Figure 14: Intention Data Model

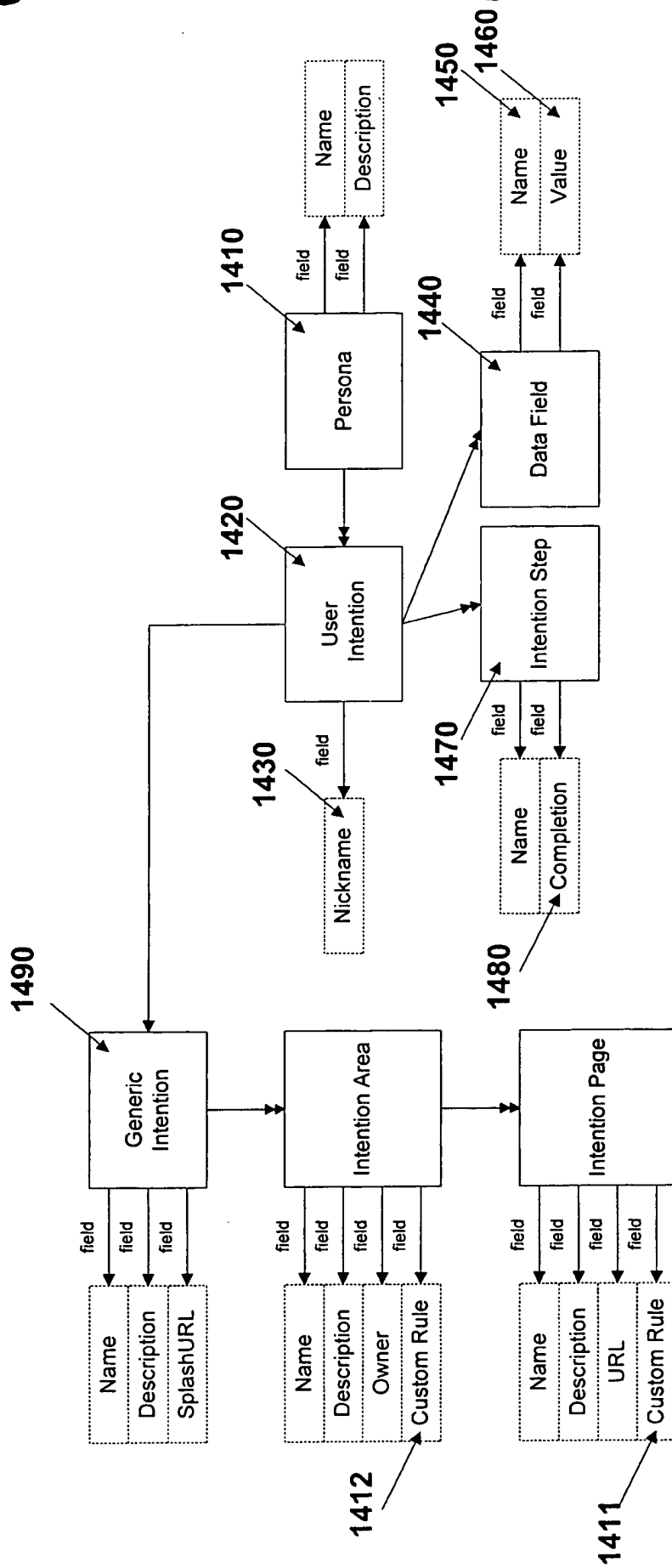


Figure 15

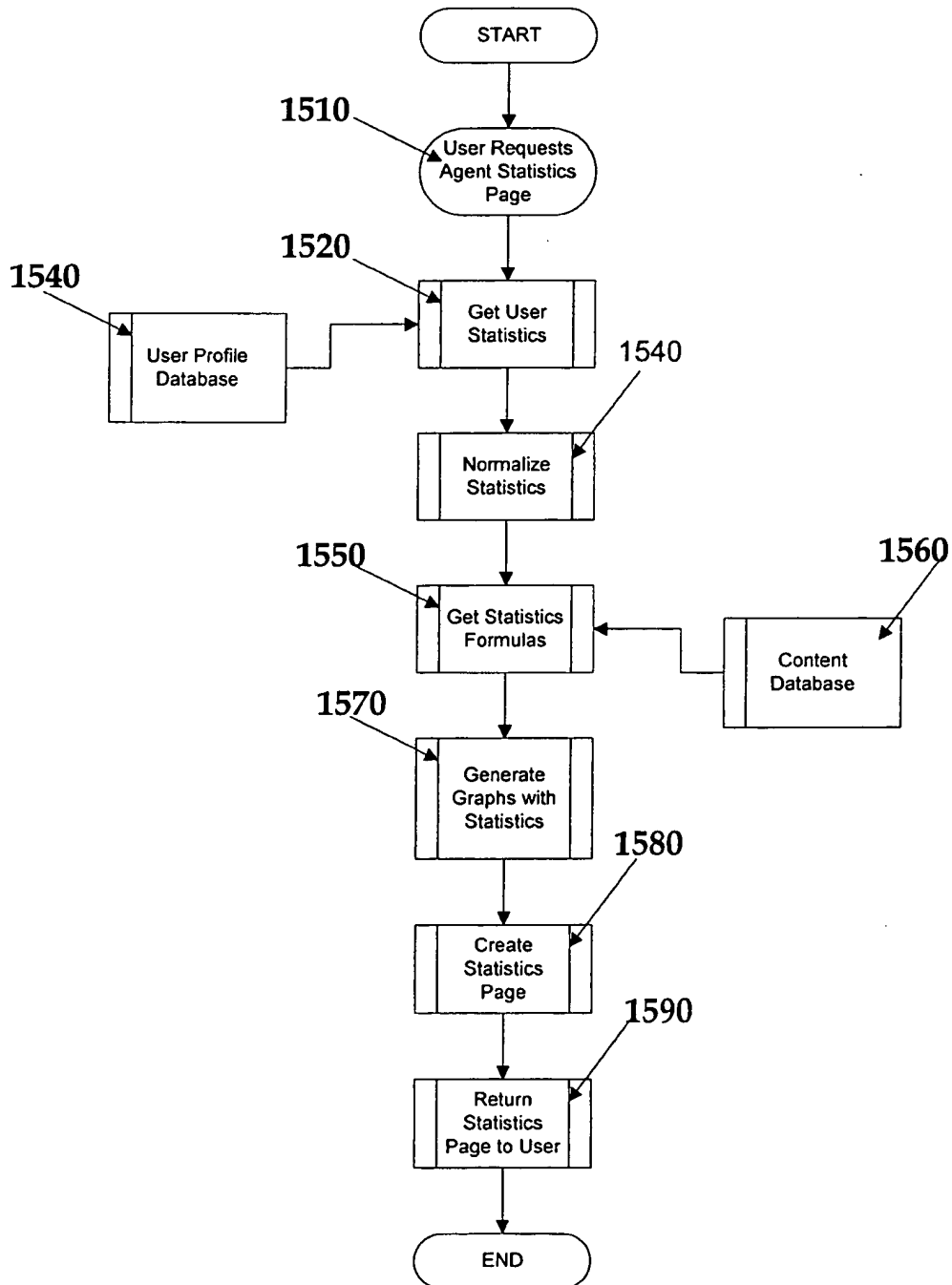


Figure 16

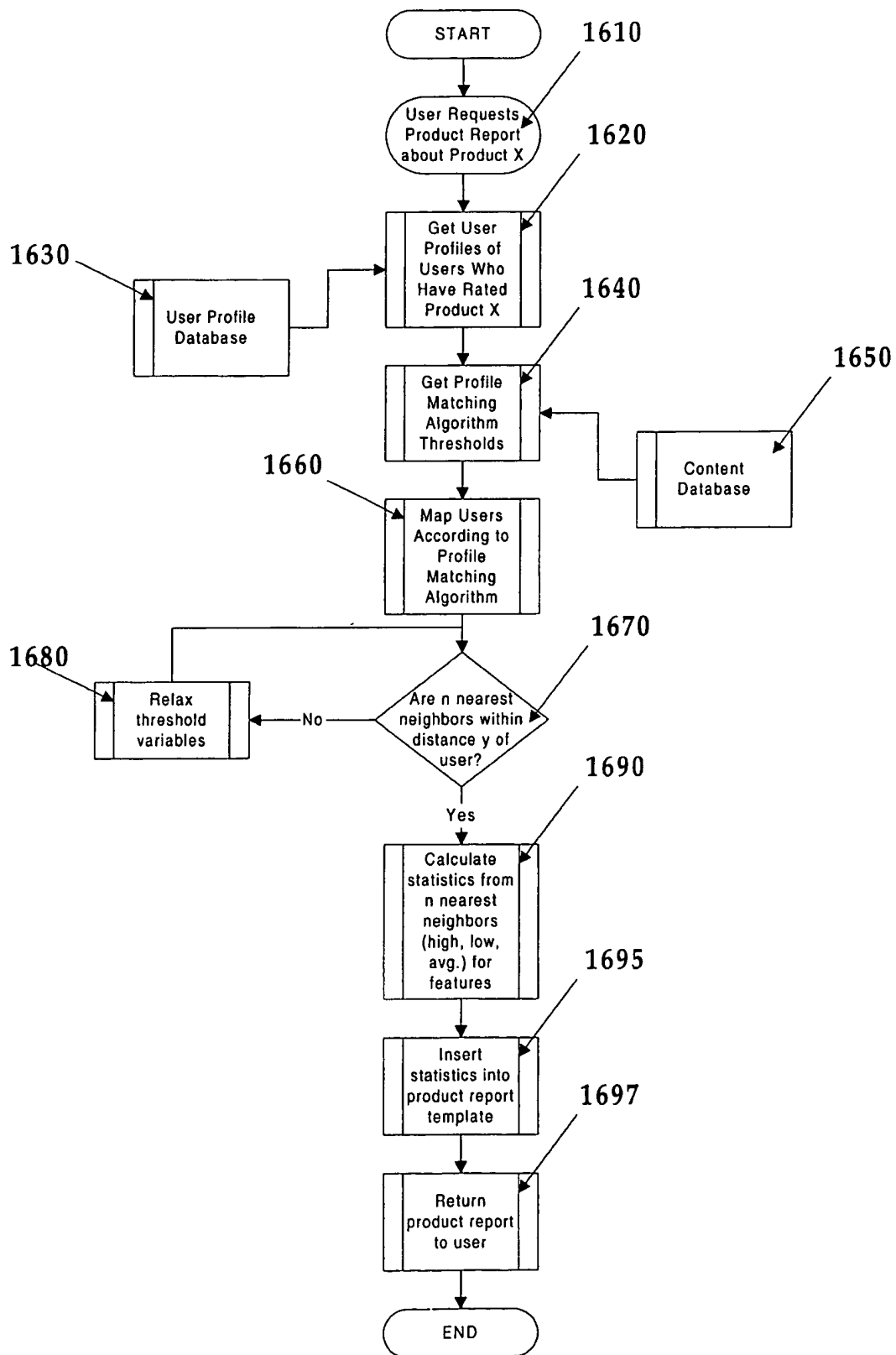


Figure 17

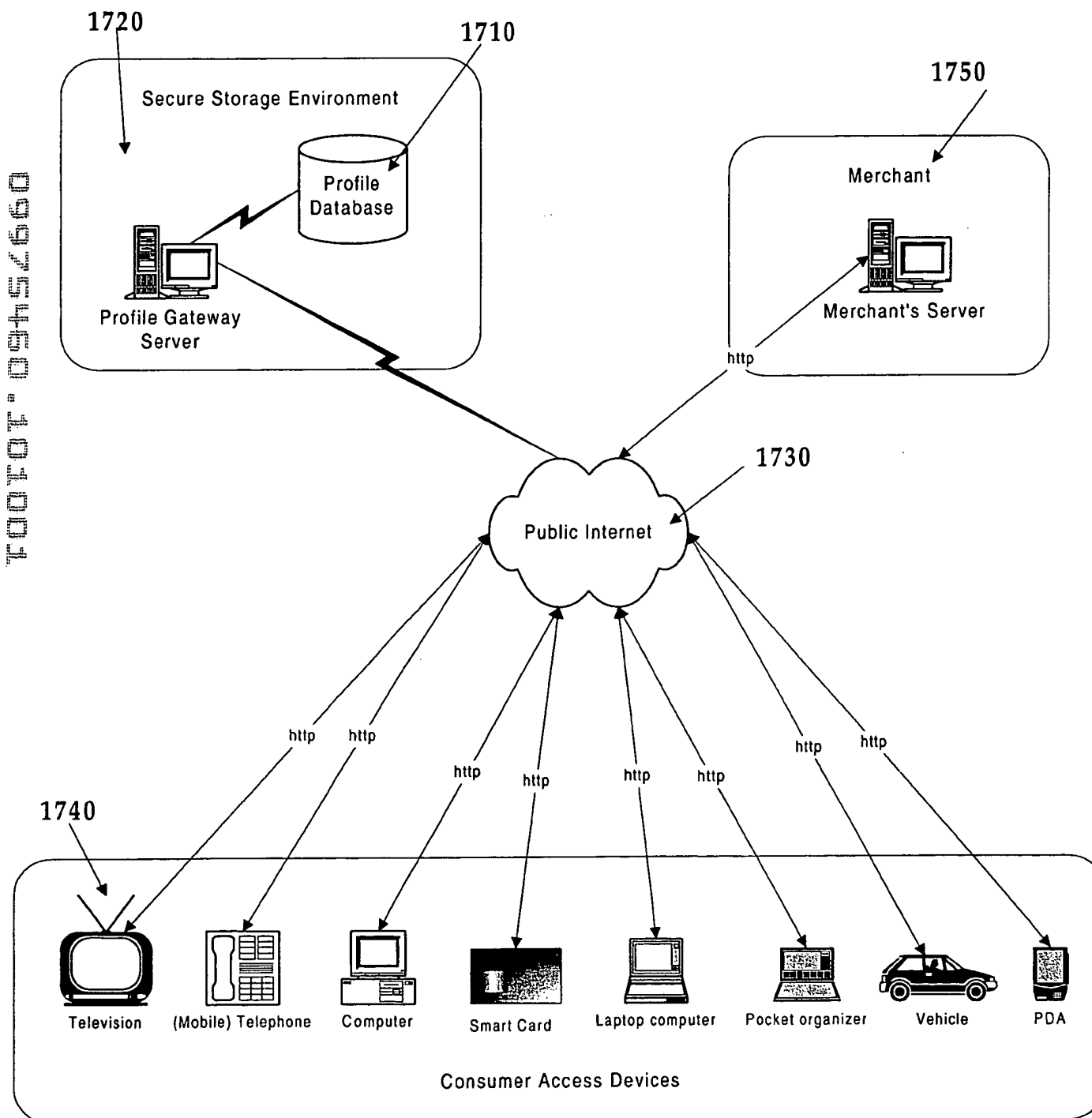


Figure 18

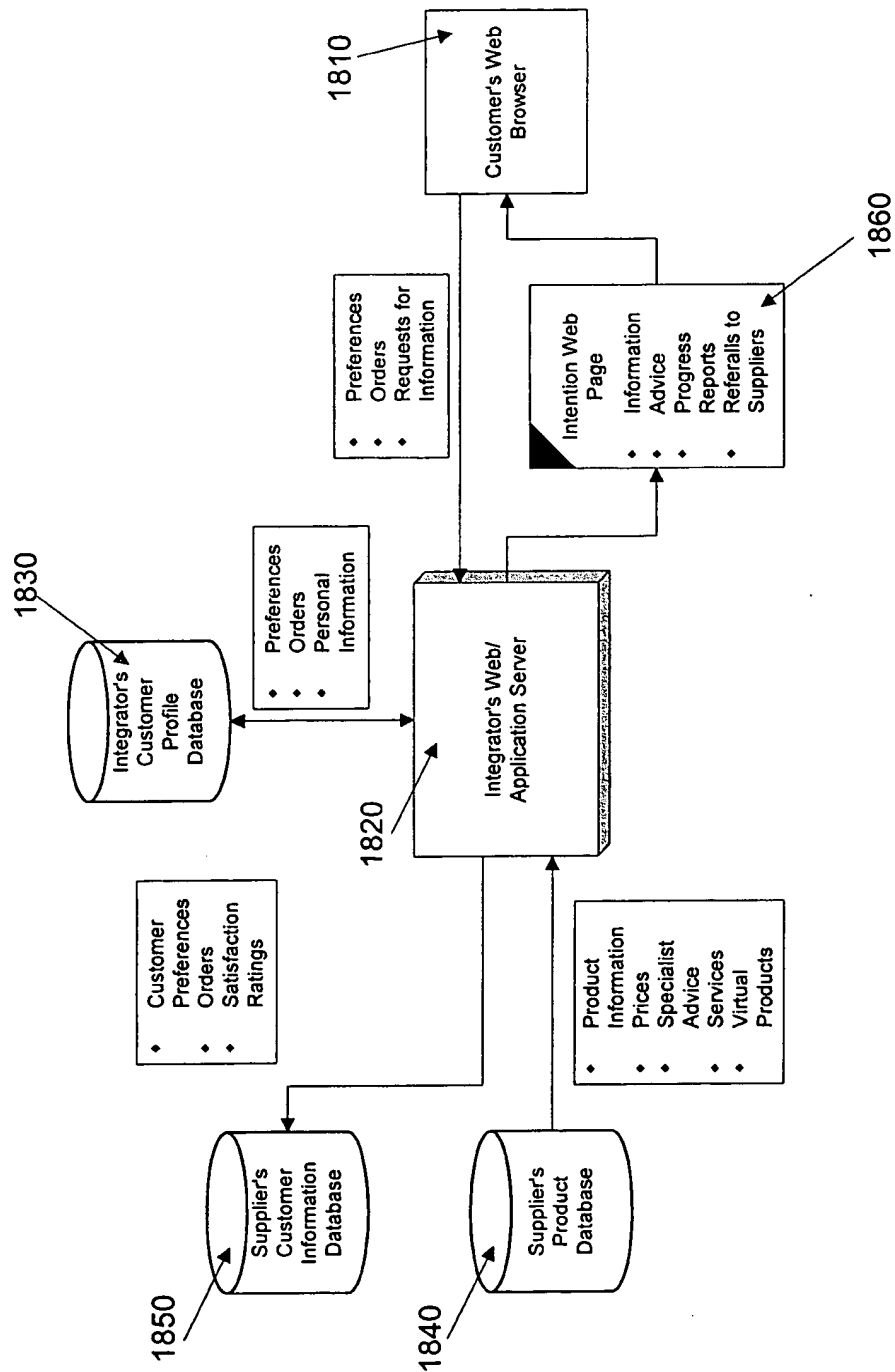
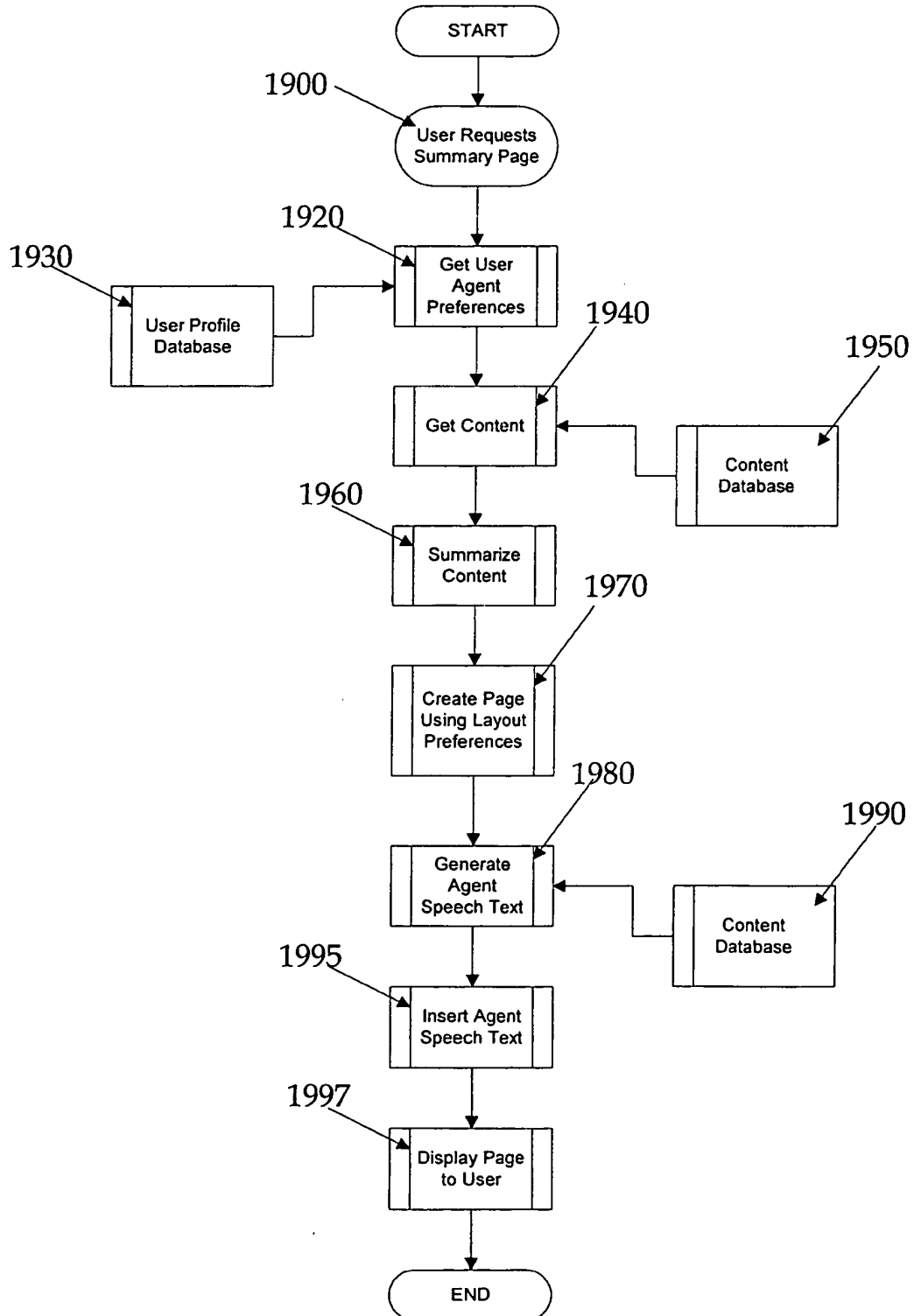


FIGURE 19



FOOTOT" 09452660



FIGURE 20

mySite! - David Smith - Microsoft Internet Explorer

File Edit View Go Favorites Help

Back Forward Stop Refresh Home Search Favorites History Channels Fullscreen

mySite!
David J. Smith

Managing Daily Logistics

2142 MARKETPLACE 2140 FINANCES 2130 HOUSEHOLD 2120 TRAVEL 2110

Welcome back, David!

Profile Name: My Home Profile Add

2180 2170 2150

Item Permissions

First Name	David	Never	<input type="radio"/> Ask	<input checked="" type="radio"/> Always
Middle Init.	J.	Never	<input type="radio"/> Ask	<input checked="" type="radio"/> Always
Last Name	Smith	Never	<input type="radio"/> Ask	<input checked="" type="radio"/> Always
Gender	<input checked="" type="radio"/> Male <input type="radio"/> Female	Never	<input type="radio"/> Ask	<input checked="" type="radio"/> Always
Address 1	1661 Page Mill Road	Never	<input type="radio"/> Ask	<input checked="" type="radio"/> Always
Address 2	Apt 300	Never	<input type="radio"/> Ask	<input checked="" type="radio"/> Always
City	Palo Alto	Never	<input type="radio"/> Ask	<input checked="" type="radio"/> Always
State	CA	Never	<input type="radio"/> Ask	<input checked="" type="radio"/> Always
Country	United States	Never	<input type="radio"/> Ask	<input checked="" type="radio"/> Always
Zip Code	94304	Never	<input type="radio"/> Ask	<input checked="" type="radio"/> Always
Homeowner	<input type="radio"/> Own <input checked="" type="radio"/> Rent	Never	<input type="radio"/> Ask	<input checked="" type="radio"/> Always

2146

Personal Information

Financial

Interests

Family

Travel

News

Preferences

Public Page

Full Local Intranet zone

FIGURE 21

mySite! - David Smith - Microsoft Internet Explorer

File Edit View Go Favorites Help
Back Forward Stop Refresh Home Search Favorites History Channels Fullscreen Mail Print Links

my Site!
David J. Smith

NEWS

Front Page
World News
Local News
Personal Finance
Merchants
Arts & Music
Real Estate
Personal Health

Managing Daily Logistics

MARKETPLACE FINANCES HOUSEHOLD TRAVEL
Buy and sell goods in the electronic marketplace

World News
FYI! news
Latest Headlines
Environmental Lobbyists Call for Expanded Protections
Report: World Population Growth Eases
Local News
City Adopts New Flood Management Strategy
Mayoral Race Nears Finish
Road Construction Delays Marathon
Real Estate
W.I. Real Estate Names Two Members to Management Team
CBT Appoints Greg Vorwaller to Head Properties Group

Local intranet zone

FIGURE 22

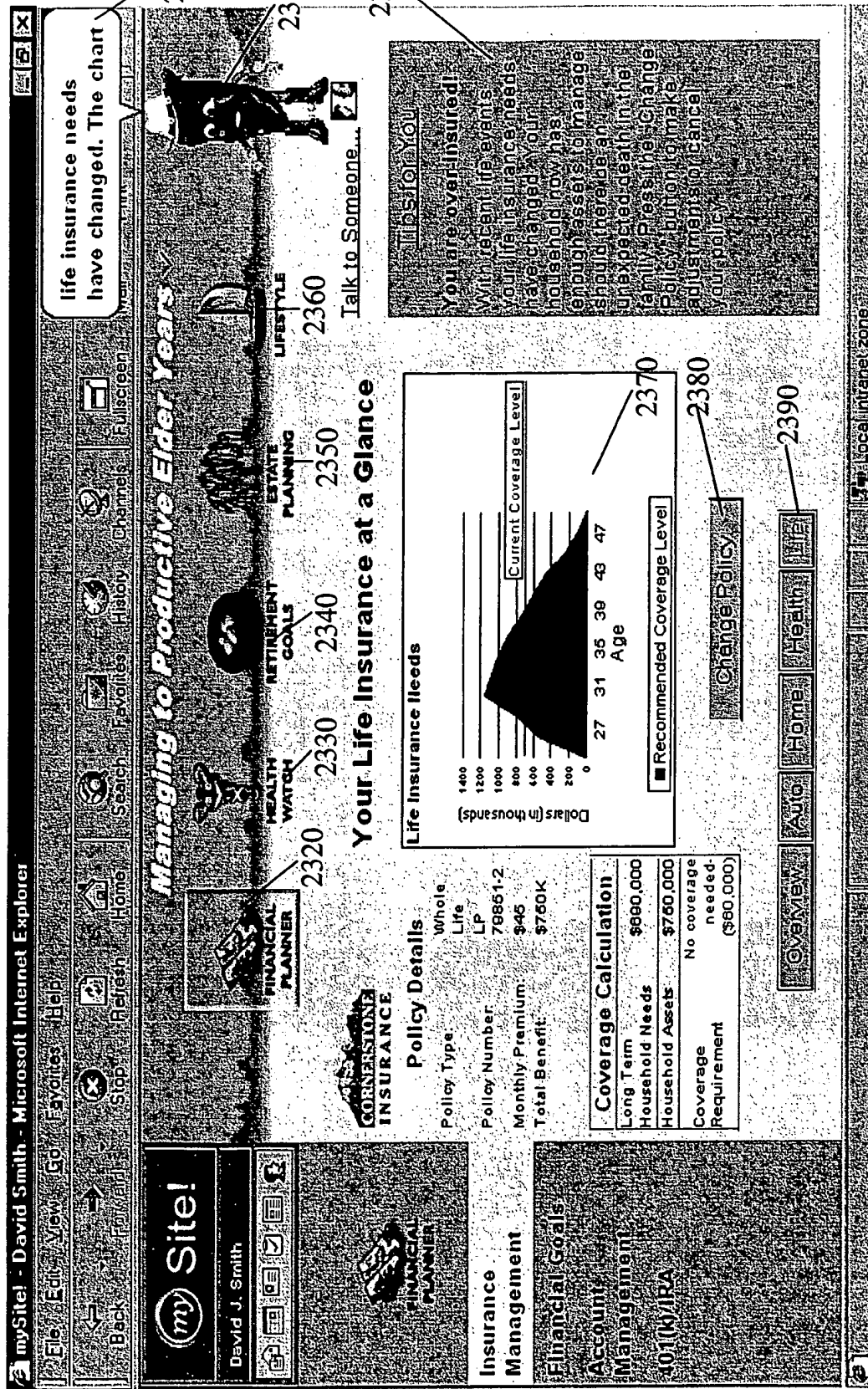


FIGURE 23

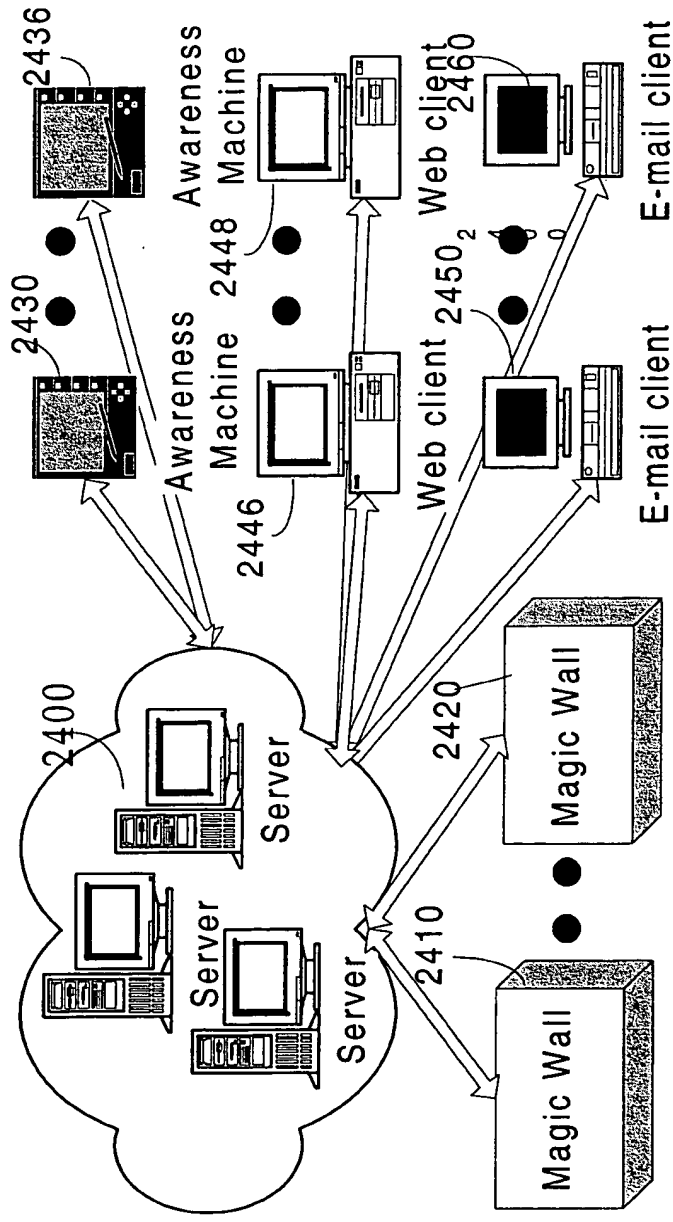


Figure 24

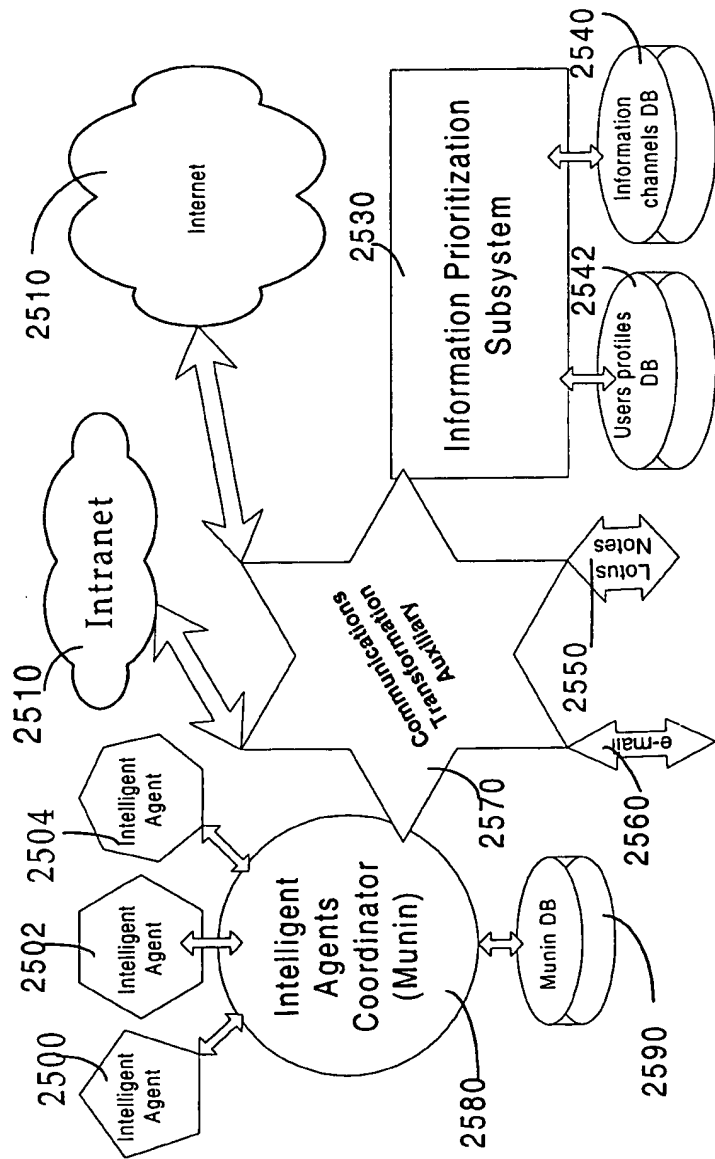


Figure 25

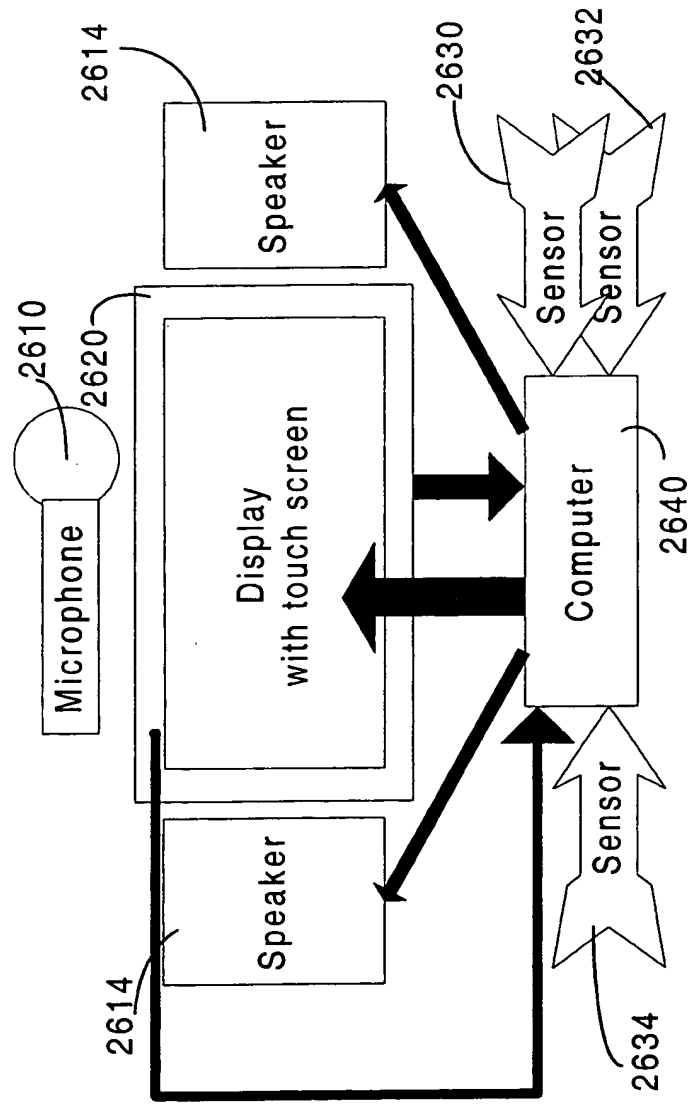
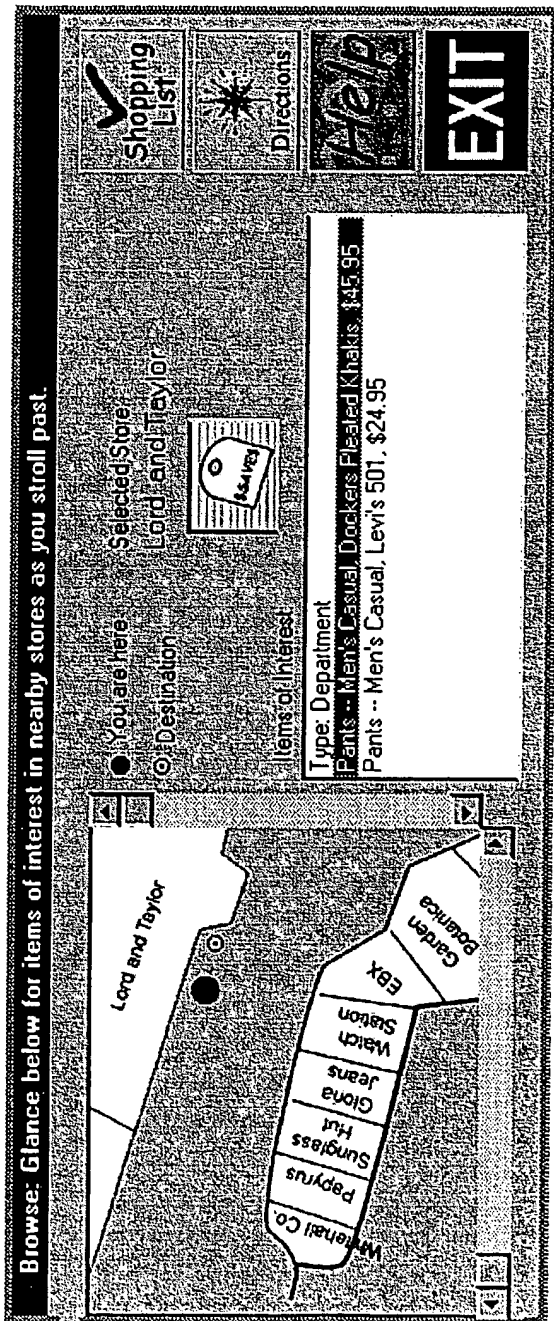


Figure 26

FIGURE 27



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